45 Quincy Street
Cambridge, Mass 02138
20 September 1973

The Ivy Network
New Haven, Conn.

To the Board and Membership of Ivy:

This is to inform all of you of the following resolutions of the Board of WHRB, Harvard Radio Broadcasting. The following are two of several changes in our advertising policy, made retroactive to the recommencement of broadcasting 16 September.

First, it was resolved that our AM station, closed circuit to Harvard dorms, would become a non-commercial station. Therefore, in the future we will only be selling FM only contracts. There are several reasons for this change. Our AM transmitter has not received high priority attention in the last few years and is not in top shape. We have few AM listeners, and feel it misrepresents our audience to advertisers who think all of Harvard can receive WHRB AM in their dorm room. Further, it has become tedious to split our national FM contracts and AM psa's or conversely Ivy AM contracts and FM psa's.

The logical corollary of our first resolution was our resolve to no longer accept any contracts from the Ivy Network. Since only our AM station belongs to the network, we cannot run Ivy spots. Frankly, this is not purely cause and effect: the exceptionally low return on Ivy advertising was a major reason for eliminating all AM advertising. It costs us more in manpower time to run splits and make up separate affidavits for Ivy spots than we receive in payment.

Last year WHRB did not sign its service agreement for a variety of reasons, but had a verbal agreement with the Board that we would accept advertising which met our standards for air. That understanding is hereby terminated. As charter members of the Ivy Network, we feel it inappropriate for us to resign completely. We assume a "passive" status in our membership in that we will not be under Ivy service agreement, nor will we accept any contracts this year.

Yours truly,

Laura Roberts

Laura Roberts,
WHRB station manager